ABSTRACT

A software enabled business development tool is disclosed to enable subscriber business enterprises to create business development files for individual products and services. A search feature identifies potential partner companies by searching such business development files to

5   evaluate the existence of a potential relationship between business development files warranting investigation of a potential business development transaction, and identifying products and services existing in compatible or complementary market spaces. If a potential partner is identified, a mating engine enables exploration of a variety of business development transactions involving the user's business development file and those of other parties, and solicits enterprise

10   specific input from varying specialized knowledge holders to refine the construction of the deal. The system and method also models the business development transaction, and creates reports in human-readable form describing the transaction.